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July 17, 1995

FACSIMILE

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William F. Caton  
Secretary  
Federal Communications Commission  
1919 M Street, N.W.  
Room 222  
Washington, D.C. 20554

RECEIVED

JUL 17 1995

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF SECRETARY

Re: Ex Parte Presentation  
MM Docket No. 95-42

Dear Mr. Caton:

On July 13, 1995, R. Glenn Williamson, Executive Vice President and Chief Operating Officer of WavePhore, Inc. and I met with the following Commission staff to discuss the above-referenced docket:

William H. Hassinger, Assistant Chief (Engineering), Mass Media Bureau

Julius Genachowski, Counsel to the Chairman, Office of the Chairman

Jane Mago, Senior Legal Advisor, Office of Commissioner Rachelle B. Chong

Lisa B. Smith, Senior Legal Advisor, Office of Commissioner Andrew C. Barrett  
Brian Carter, Legal Advisor, Office of Commissioner Andrew C. Barrett

Maureen O'Connell, Legal Advisor, Office of Commissioner James H. Quello

David R. Siddall, Legal Advisor, Office of Commissioner Susan Ness

The views expressed by WavePhore's representatives were consistent with those contained in its comments and reply comments in the proceeding. In addition, the attached brochure was distributed describing WavePhore's marketing activities.

Two copies of this Notice are being submitted to the Secretary of the FCC in accordance with Section 1.1206.(a)(1) of the Commission's Rules.

Sincerely,

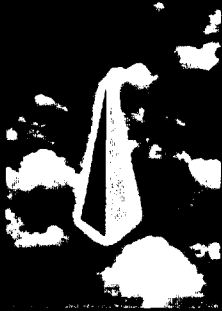


Bruce D. Jacobs  
Counsel to WavePhore, Inc.

cc: Brian Carter  
Julius Genachowski  
William Hassinger  
Jane Mago  
Maureen O'Connell  
David Siddall  
Lisa Smith

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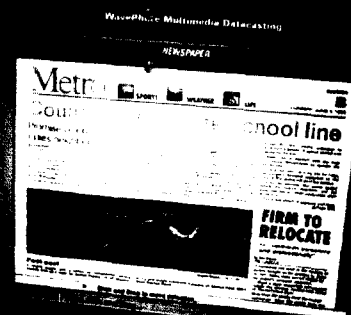
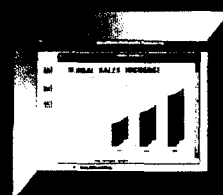
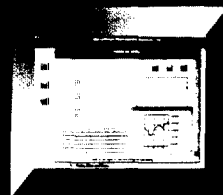
WavePhone  
Multimedia Datacasting

*Delivering  
PC-ready  
information  
anywhere  
within  
TV's  
reach*

WavePhone



MULTIMEDIA DATACASTING

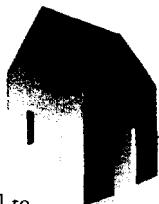


# WavePhore's high-speed Multimedia Datacasting service: The low-cost delivery solution for PC-ready information.

*WavePhore delivers news, software, business information and entertainment to millions of subscriber PCs*

WavePhore is delivering PC-ready information anywhere within TV's reach using Multimedia Datacasting.

Multimedia Datacasting uses the existing TV broadcast infrastructure and adds a new high-speed, low-cost data distribution channel to reach PC users. It is a proven technology, simple to use, and always available – just like your TV.

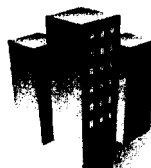


Multimedia Datacasting is the next giant leap for delivery of information from

one point to many. It gives people the ability to receive and harness information more efficiently.

We've made it possible for millions of PC-equipped homes and businesses to receive digital information simultaneously – far faster and much less expensively than ever before.

Our mission is to bring Multimedia Datacasting services to PC users worldwide. To reach this goal, we are developing strategic relationships with broadcasters and content providers to position WavePhore as the premier Multimedia Datacasting provider.



*WavePhore – the leader in high-speed, low-cost, point to multipoint data delivery*

WavePhore has pioneered the technology of Multimedia Datacasting and is committed to the development of systems that will bring innovative high-speed, low-cost data delivery services throughout the world.

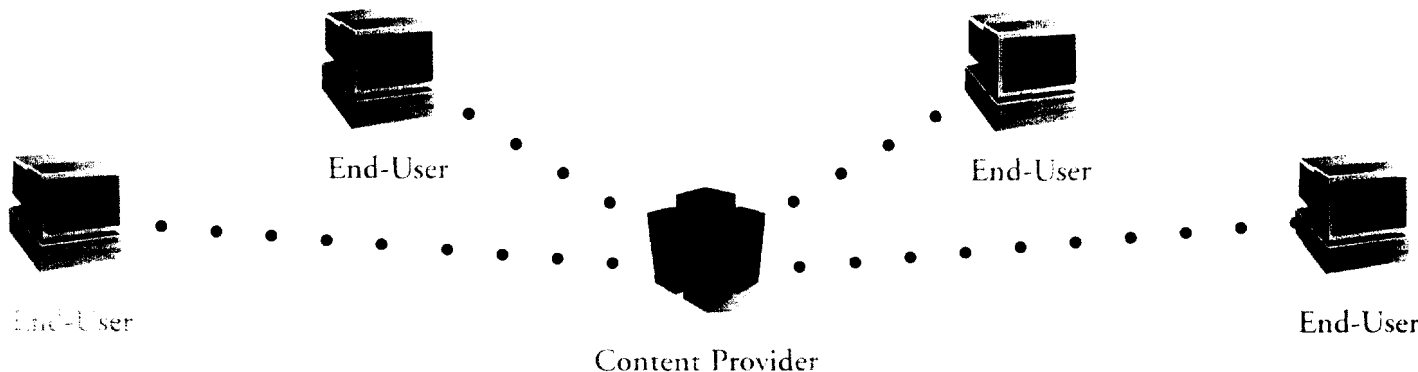
Our Multimedia Datacasting technology is positioned to become the de facto standard for transmission of digital data over existing analog TV signals.

WavePhore will continuously develop new datacasting technologies to satisfy the information needs created by the exploding information marketplace.

## *How Datacasting Works:*

Content providers deliver digital information to a WavePhore server location. This information is then scheduled for delivery through local cable, satellite or TV broadcasters who use WavePhore's

Multimedia Datacasting system to insert and transmit digital information via ordinary TV signals. The information is received on PCs via WavePhore products where it can be stored and manipulated.



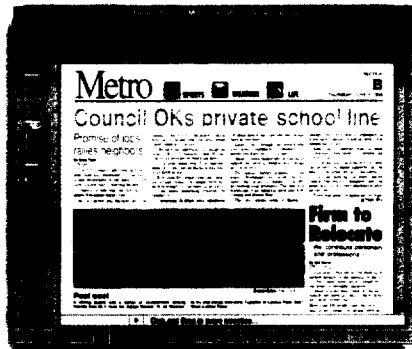
# Content Providers: Your audience is changing . . .

Over 40 million homes are PC-equipped in North America alone and businesses today are spending more on computer equipment than on any other capital investment – providing an ever increasing audience for your services. These users require electronic information that can be delivered quickly and efficiently in a cost effective manner. WavePhore helps you reach that entire audience today.

## *Why do you need WavePhore?*

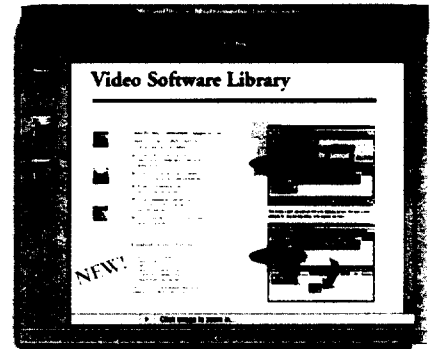
WavePhore's Multimedia Datacasting Service provides instant, low-cost, digital data delivery ready today. Utilizing the existing TV broadcast infrastructure, your message can reach all homes and businesses simultaneously with one single transmission.

As we move towards a paperless society, printing and distribution costs will be drastically reduced through the use of Multimedia Datacasting, allowing content providers to benefit from the electronic era.



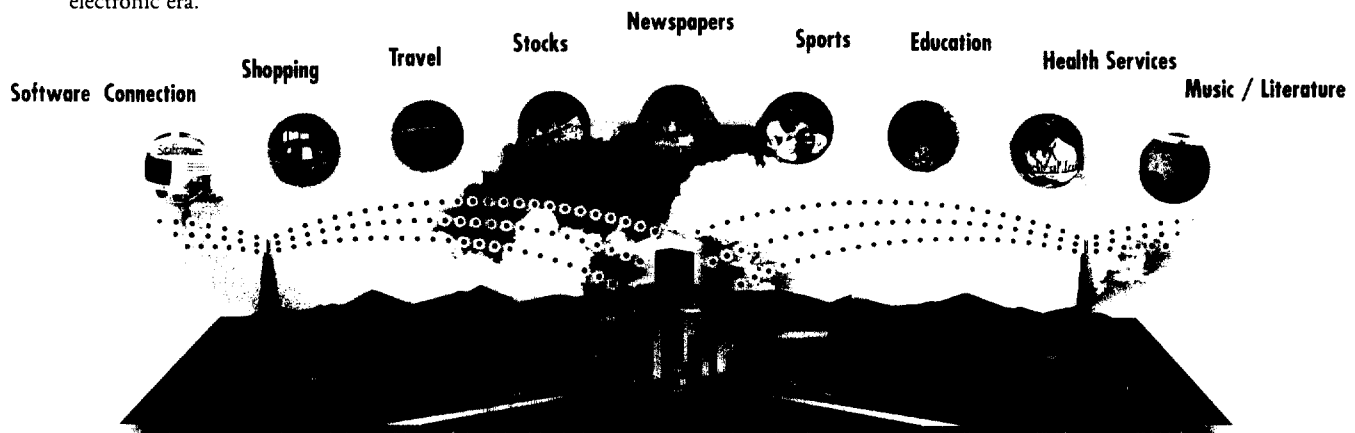
## *Newspapers delivered to PCs instantly*

Instant delivery of newspapers and magazines offers publishers a low-cost, high-speed alternative to conventional distribution. Digital newspapers can become an entirely new publishing business – offering alternative advertising revenues and editorial services for a wide range of "personalized" newspapers and publications.



## *Software delivery to millions of users*

Multimedia Datacasting will reduce the costs of software distribution – eliminating mailing and shipping costs – expediting the delivery of software products to homes and businesses. Software publishers can update millions of users at the same time by transmitting entire programs in seconds to users who may choose to sample or purchase their products.



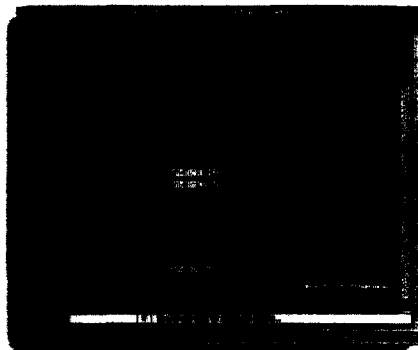
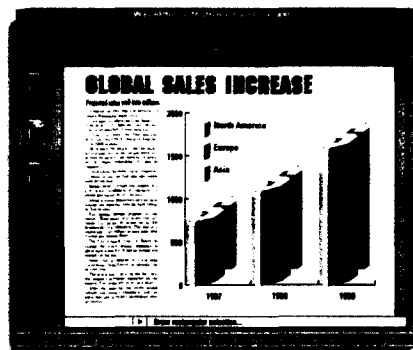
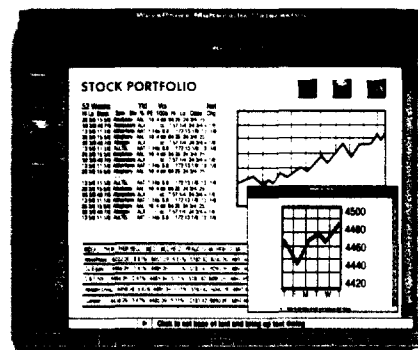
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Sports fans can see more than just the scores with Multimedia Datacasting. They can receive color photos, audio clips, plays of the day and much more on their desktop.

Multimedia Datacasting will revolutionize the way travel agencies do business today. Travel agencies will save 50% of their time spent on researching availability and fares as this information is automatically updated throughout the day.

Multimedia Datacasting allows users to create customized portfolios and receive updated stock information, including price alerts and news at a moment's notice, all at a fraction of the cost of conventional methods. Multimedia Datacasting will give content providers access to an entirely new customer base.

Internal memorandums, sales reports, inventory updates and other corporate-wide communications are all created electronically and distributed on paper. Multimedia Datacasting eliminates paper waste, postage and courier costs. Why deliver overnight when you can datacast instantly?





### Television

broadcasters can add an all-new revenue stream to their existing operations. A

### Multimedia

Datacasting partnership with

WavePhore allows broadcasters to sell a variety of services to their viewers virtually overnight.

### WavePhore's Multimedia

Datacasting system is compatible with all analog TV broadcast systems.

Businesses need the ability to distribute common data to branch offices and clients.

Multimedia Datacasting now makes it possible to simplify distribution of information to the people who need it most—without wasted time, shipping costs and paper waste. With their WavePhore-equipped PCs, businesses can subscribe to services from content providers or create proprietary networks of their own.

Branch offices can receive vital, time-critical information at a fraction of the cost required for conventional methods. Information can be received, viewed and used on the company's existing computer network.

Multimedia Datacasting provides a low-cost distribution solution for newspapers, magazines and other information service providers.

WavePhore provides the distribution technology content providers need to reach every home and business in North America and the world. Content providers will be able to market their products through agreements with WavePhore broadcasters who are equipped with WavePhore's Multimedia Datacasting systems.



Home uses for Multimedia Datacasting are without limit. Many home-based businesses and telecommuters are PC-equipped. Multimedia Datacasting provides a channel for content providers and broadcasters to tap into a new marketplace hungry for electronic information.

Multimedia Datacasting offers home users the ability to receive entire newspapers, magazines, computer games, music, sports information, entertainment and other services.



## *Introducing Broadcasting to the Home Today.*

Whether you're a broadcaster, content  
provider, business or home user.

For media Datacasting promises to  
transform your life without a huge  
up-front investment. In fact, because

For media Datacasting is available  
over your television signal today, the  
cost is just this new service for  
about 10¢ per subscriber.

WavePhone, Inc., a publicly traded  
company (NASDAQ: WAVO) based  
in Tempe, Arizona, has developed  
proprietary products and services for  
efficient, high-speed distribution of  
data over the existing worldwide  
cable broadcast infrastructure.  
WavePhone operates a wholly owned  
subsidiary, WavePhone Canada, in  
Toronto, Ontario.

## *Discover WavePhone and its applications.*

WavePhone, Inc.  
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Suite 1000, Santa Clara, CA  
95050-4358 USA  
Tel: (408) 435-8000  
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WAVEPHONE



MULTIMEDIA CONTENT AND SERVICES